

Second National CDC Prevention Conference on Heart Disease and Stroke **Agenda At-A-Glance**



Charting
the Course

August 17–19, 2004

**Crowne Plaza Ravinia
Atlanta, Georgia**

Sponsor:
Centers for Disease Control
and Prevention (CDC)

Co-sponsors:
American Heart Association (AHA)
National Heart, Lung, and Blood Institute (NHLBI)

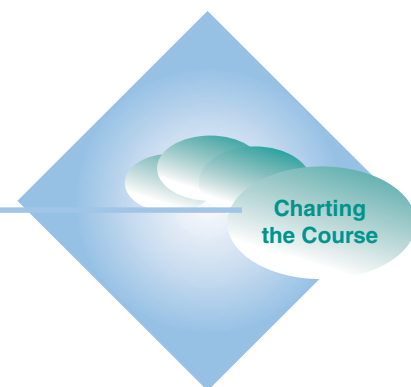


American Heart
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Heart Association



Conference Planning Committee



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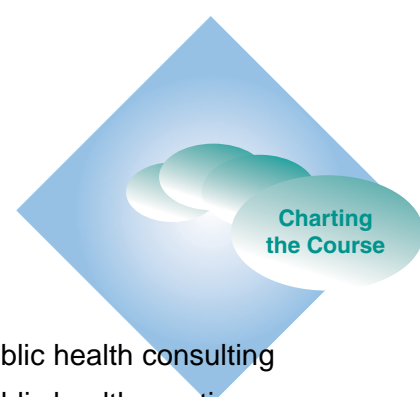
Visit our Web sites

www.cdc.gov/cvh
www.americanheart.org
www.nhlbi.nih.gov

Who Should Attend?

Persons engaged in the following areas should attend the Second National CDC Prevention Conference on Heart Disease and Stroke:

Academic environment	Health care planning	Public health consulting
Business and work site administration	Health care provisions	Public health practice
Cardiovascular health partnerships	Health communication	Nursing
Chronic disease programs	Health education	State or local public health
Epidemiology	Human resources	Students studying public health
Health care administration	Prevention research	Voluntary health advocacy



Conference Goals

To provide participants with the tools and skills that will

- ♦ Increase knowledge of evidence-based programs and practices that improve cardiovascular health.
- ♦ Foster innovative information sharing, networking, and skill-building for eliminating health disparities, influencing policy, and promoting environmental systems change.
- ♦ Illustrate current and future initiatives implemented by CDC and its partners that highlight their commitment to heart disease and stroke prevention.

Conference Objectives

Charting the Course will provide an opportunity to learn about policy and environmental strategies to promote cardiovascular health and eliminate health disparities as we explore new ideas, exchange experiences, network, and strengthen partnerships. Attendees will increase their knowledge and build new skills in

- ♦ Identifying challenges and incorporating best practice strategies in the fight to eliminate health disparities.
- ♦ Integrating environmental approaches and information technology into work site, health care, and community interventions.
- ♦ Applying methods for effective policy interventions that result in state and organizational change.
- ♦ Building and strengthening partnership and communications strategies for heart disease and stroke prevention.
- ♦ Recognizing priority areas and future directions for CDC and its partner agencies in heart disease and stroke prevention.

Schedule At-A-Glance



	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm
Tuesday	Registration					Opening Session	Break	Plenary I	Break	Concurrent Sessions	Reception	Symposium	
Wednesday	Plenary II		Break	Concurrent Sessions	Poster Session Lunch	Plenary III	Break	Concurrent Sessions	Break	Poster Gallery			
Thursday	Plenary IV	Break	Concurrent Sessions	Break	Closing Session								

Schedule At-A-Glance

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Tuesday, August 17, 2004	
8:00 am–12:30 pm	Registration
1:00 pm–2:15 pm	Opening Session
	Welcome Remarks Keynote Address The Eight Americas: New Perspectives on Disparities in Heart Disease and Stroke in the United States
2:15 pm–2:30 pm	Break
2:30 pm–3:45 pm	Plenary I Charting the Course to Eliminate Disparities for Heart Disease and Stroke
3:45 pm–4:00 pm	Break
4:00 pm–5:00 pm	Concurrent Sessions
5:30 pm–6:30 pm	Welcome to Atlanta Reception
6:30 pm–8:00 pm	Symposium
Wednesday, August 18, 2004	
8:30 am–10:00 am	Plenary II Environmental Interventions That Impact Heart Disease and Stroke Prevention
10:00 am–10:30 am	Break
10:30 am–12:00 noon	Concurrent Sessions
12:00 noon–1:30 pm	Poster Session/Lunch
1:30 pm–2:45 pm	Plenary III Policy Interventions That Impact Heart Disease and Stroke Prevention
2:45 pm–3:00 pm	Break
3:00 pm–4:15 pm	Concurrent Sessions
4:15 pm–4:30 pm	Break
4:30 pm–6:00 pm	Poster Gallery
Thursday, August 19, 2004	
8:30 am–9:15 am	Plenary IV Communication Strategies for Engaging Partners, the Media, and the Public
9:15 am–9:30 am	Break
9:30 am–10:30 am	Concurrent Sessions
10:30 am–10:45 am	Break
10:45 am–12 noon	Closing Session Dialogue on the Prevention of Heart Disease and Stroke: What is the Commitment?

Preliminary Agenda



Charting
the Course

Poster Gallery

Participants will have the opportunity to view and discuss peer-reviewed abstracts that highlight programmatic interventions, epidemiologic studies, and applied research with health professionals engaged in heart disease and stroke prevention activities.

Exhibit Hall

The exhibit hall will feature samples of materials from the Cardiovascular Health Branch, currently funded State Heart Disease and Stroke Prevention Programs, and exhibits from our conference co-sponsors, partners, and other organizations that promote prevention activities.

TUESDAY, AUGUST 17, 2004

8:00 am – 12:30 pm **Registration**

OPENING SESSION

1:00 pm – 2:15 pm

Welcome Remarks

Keynote Address

Christopher J. L. Murray, MD, DPhil
Director, Global Health Initiative, Harvard University

**The Eight Americas:
New Perspectives on Disparities in
Heart Disease and Stroke in the United States**

2:15 pm – 2:30 pm **Break**

The Crowne Plaza Ravinia, at 4355 Ashford Dunwoody Road in Atlanta, Georgia, is the conference headquarters. The hotel is located directly across from major shopping areas and restaurants.

Ride the MARTA train from Hartsfield-Jackson International Airport on the Northbound Dunwoody train (available from 5:30 a.m. to 1:30 a.m., Monday through Friday), then connect with shuttle service from the Perimeter MARTA station to the conference hotel. The hotel provides transportation from the train station after hours. For more information, call 770-395-7700 or visit <http://www.itsmarta.com/>.

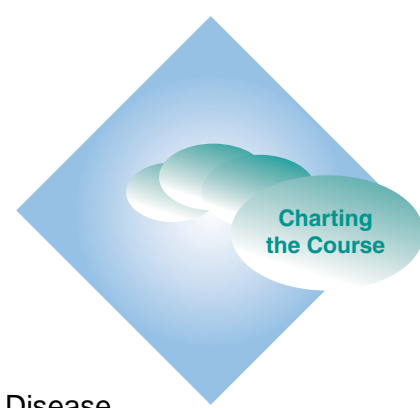
Perimeter Mall, known for upscale family shopping, is one of Atlanta's top retail destinations with more than 195 shops, services, a food court, and wide variety of theme and full-service restaurants.

PLENARY I

2:30 pm – 3:45 pm

CHARTING THE COURSE TO ELIMINATE HEALTH DISPARITIES FOR HEART DISEASE AND STROKE

Moderator: Virginia Bales Harris, MPH
Director, Division of Adult and Community Health, Centers for Disease
Control and Prevention



Featured Speakers

David Shore, PhD

Director, Trust Initiative, Harvard University

Topic: Mobilizing Trust to Eliminate Heart Disease and Stroke Disparities in Health Care

Martha N. Hill, PhD, RN, FAAN

Dean and Professor, The John Hopkins University School of Nursing

Topic: Clinical and Behavioral Approaches to Improve Blood Pressure Control in
African Americans

Keith Ferdinand, MD, FACC

Cardiologist, Association of Black Cardiologists, Heartbeats Life Center

Topic: Controversies in Clinical Management of Heart Disease and Stroke:
Impact on Health Disparities

3:45 pm – 4:00 pm

Break

CONCURRENT SESSIONS

4:00 pm – 5:00 pm

- ♦ Using Data to Facilitate the Elimination of Disparities
- ♦ Health Care Systems to Eliminate Disparities
- ♦ Employer Programs to Eliminate CVD Disparities Among Hard-to-Reach and High-Risk Populations
- ♦ Community-Based Interventions

WELCOME TO ATLANTA RECEPTION and SYMPOSIUM

Sponsored by the American Heart Association/American Stroke Association, Dallas, TX

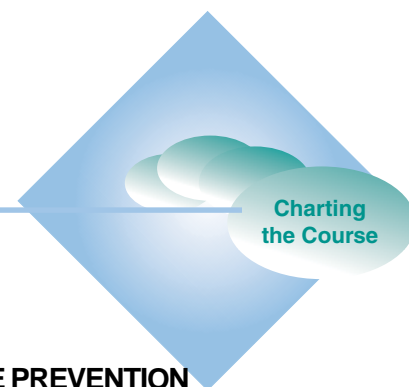
5:30 pm – 6:30 pm

Reception

6:30 pm – 8:00 pm

Symposium — Hypertension and Health Disparities:
Conquering Issues, Challenges, and Opportunities

WEDNESDAY, AUGUST 18, 2004



PLENARY II

8:30 am – 10:00 am

ENVIRONMENTAL INTERVENTIONS THAT IMPACT HEART DISEASE AND STROKE PREVENTION

Moderator: Julie Harvill, MPA, MPH
Administrator, Illinois Cardiovascular Health Program
Illinois Department of Public Health

Featured Speakers

Ron Goetzel, PhD

Vice President, Consulting and Applied Research, Medstat

Topic: The Dollars and Sense of Prevention: Making the Business Case
for Preventing Heart Disease and Stroke

Joe Acker, EMT-P, MPH

Executive Director, Birmingham Regional Emergency Medical Services System

Topic: Development and Operation of a Regional Multi-County and Multi-Hospital
Stroke System

10:00 am – 10:30 am

Break

CONCURRENT SESSIONS

10:30 am – 12 noon

- ♦ Work Site Wellness: Prevention Solutions at Work
- ♦ Health Care Interventions for Heart Disease and Stroke Prevention
- ♦ A Change in Work Site Direction Leads to Reduced Costs
- ♦ From Plan to Action: Formulating Concrete Tasks for Heart Disease and Stroke Prevention

CVH POSTER SESSION (Food for Thought)

12 noon – 1:30 pm

Sponsored by the American Heart Association/American Stroke Association, Dallas, TX

PLENARY III

1:30 pm – 2:45 pm

POLICY INTERVENTIONS THAT IMPACT HEART DISEASE AND STROKE PREVENTION

Moderator: Margaret O. Casey, RN, MPH
Director, Healthy Heart Program
New York State Department of Health

Featured Speakers

Richard Hamburg, MPH

Director, Government Relations, American Heart Association

Topic: From Concept to Creating Momentum: The Federal Stop Stroke Act

Michael Fierro, BA

Director, Office of Policy, Planning, and Evaluation, New Mexico Department of Health

Topic: The Health Policy Game: Strategies to Address Heart Disease and Stroke

Cathy Blake

Director, Healthcare Quality Initiatives, New York State Department of Health

Topic: State Stroke Policy in New York

2:45 pm – 3:00 pm Break

CONCURRENT SESSIONS

3:00 pm – 4:15 pm

- ♦ Systems Approaches That Impact Acute Stroke Care
- ♦ Soup to Nuts on Stroke Registries
- ♦ Strategies for Emergency Response to Acute Cardiac Events
- ♦ Policy and System Changes in Health Plans

4:15 pm – 4:30 pm Break

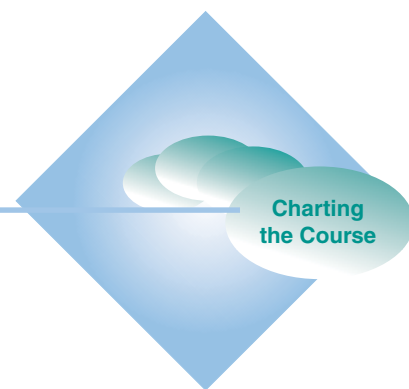
POSTER GALLERY OPEN

4:30 pm – 6:00 pm

Discussion of conference posters with authors



THURSDAY, AUGUST 19, 2004



PLENARY IV

8:30 am – 9:15 am

COMMUNICATIONS STRATEGIES FOR ENGAGING PARTNERS, THE MEDIA, AND THE PUBLIC

Moderator: Marsha Houston, BS
Health Communications Specialist
Cardiovascular Health Branch, Centers for Disease Control and Prevention

Featured Speaker

Andy Goodman

a goodman communications

Topic: Storytelling as Best Practice

9:15 am – 9:30 am Break

CONCURRENT SESSIONS

9:30 am – 10:30 am

- ♦ Information Technology That Improves Quality of Care: Get With The Guidelines, A State Success Story
- ♦ The Early Morning Edition and the News at 6
- ♦ On Target: Evaluation of Communications Campaigns
- ♦ Taking the Initiative: The AHA Guide for Improving Cardiovascular Health at the Community Level

CLOSING SESSION

10:45 am – 12 noon



DIALOGUE ON THE PREVENTION OF HEART DISEASE AND STROKE: WHAT IS THE COMMITMENT?

Moderator: Darwin Labarthe, MD, PhD
Acting Chief, Cardiovascular Health Branch
Associate Director for Cardiovascular Health Policy and Research, Public Health
Action Plan to Prevent Heart Disease and Stroke, Centers for Disease
Control and Prevention

Featured Speakers

Augustus Grant, MD, PhD
President, American Heart Association (AHA)

Gregory Morosco, PhD, MPH
Associate Director, Prevention Education and Control
National Heart, Lung, and Blood Institute (NHLBI)

Jodi Stones, MEd
Chair, Cardiovascular Health Council
Chronic Disease Directors Association

George A. Mensah, MD
Acting Director, National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention (CDC)

Online Registration



To register for the Second National CDC Prevention Conference on Heart Disease and Stroke, please log on to the PSA Web site at <http://www.psava.com/2004cvh/registration>. The deadline for registration is July 30, 2004. There is no registration fee for this conference. For more information about the conference, please log onto the Cardiovascular Health Web site at www.cdc.gov/cvh.

Continuing Education Credits

Continuing Education Contact Hours (CNE/CEU/CECH) will be offered for various professions including Registered Nurses and Certified Health Education Specialists based on the number of hours of instruction.

Hotel Reservations

Reservation Deadline: Monday, July 26, 2004

A block of sleeping rooms has been reserved for the conference at the Crowne Plaza Ravinia, located at 4355 Ashford Dunwoody Road, Atlanta, GA 30346. Please make your room reservation directly with the hotel by calling (770) 395-7700. Please identify yourself with the *Second National CDC Prevention Conference on Heart Disease and Stroke* to obtain the group rate of **\$112.00 plus 14% tax (single or double)**. The reservation deadline at the Crowne is Monday, July 26, 2004. All reservations made after the cut-off date are on a space-available basis and cannot be guaranteed at the group rate. Check-in is 3:00 pm; check-out is 12:00 noon. A credit card is required to guarantee the reservation. Deposits are fully refundable if a room is canceled by 6:00 pm on the day of planned arrival.

Ground Transportation

Taxicab fare from Atlanta's Hartsfield-Jackson Airport to the hotel is approximately \$50.00 one way. Transportation is also available via the Atlanta Airport Shuttle. This service is located at the ground transportation level of the airport. Hours of operation are 6 a.m.–11:30 p.m. daily, and shuttles leave every half hour for Perimeter area hotels. The cost for shuttle transportation to the Crowne Plaza Ravinia is \$19 one way and \$35 round trip. For further information about the Atlanta Airport Shuttle service, please call (770) 457-4794. Reservations are not required from the airport; however, they are required from the hotel.

Atlanta's MARTA (Metropolitan Atlanta Rapid Transit Authority) provides service from the airport to the Perimeter area. The airport MARTA station is located near baggage claim and the cost is \$1.75 one way. From the Airport (S7) station, board the Northbound Dunwoody train and exit at the Dunwoody (N9) station (no transferring of trains is necessary). From the Dunwoody (N9) station take the Ravinia Shuttle to the Crowne Plaza Ravinia. The Ravinia Shuttle is free and runs every 10 minutes from 7 a.m.–7 p.m. daily. If you arrive at the station before or after those hours, please call the hotel directly at (770) 395-7700 for a free hotel shuttle pickup.

Airline Travel

You are welcome to use any airline of your choice to travel to the conference. However, as an option, we are pleased to offer special fares to Atlanta on American and United Airlines. The conference fares are based on either a percentage discount or a zone price. The best price will be given to you depending on your departure city. To book air reservations, please call the PSA travel office at 1-800-992-9830, Monday through Friday from 8:30 a.m.–5:00 p.m. EDT. Be sure to reference the *Second National CDC Prevention Conference on Heart Disease and Stroke* when you call. You or your travel agent may also contact the airlines directly to make travel arrangements. You must refer to the following file numbers to receive the special conference fares:

American Airlines – A1984AN
United Airline – Meeting ID 530DI

HISTORICAL SITES TO VISIT IN ATLANTA

Atlanta University Center

The Atlanta University Center district encompasses a group of the country's major institutions of higher learning for African Americans. Located west of Atlanta's central business district, the six colleges of the Atlanta University Center include Clark Atlanta University, Morehouse and Spelman Colleges, Morris Brown College, Morehouse School of Medicine, and the Interdenominational Theological Center. Telephone 404.681.3643

Michael C. Carlos Museum of Emory University

The Carlos Museum maintains the largest collection of ancient art in the Southeast, with objects from ancient Egypt, Greece, Rome, the Near East, and the ancient Americas. The museum is also home to collections of 19th and 20th century sub-Saharan African art and European and American works on paper from the Renaissance to the present.

571 South Kilgo Circle, Atlanta; Telephone 404.727.4282

Ebenezer Baptist Church

In 1893, Rev. A.D. Williams, the maternal grandfather of Dr. Martin Luther King, Jr., became Ebenezer's second pastor. Rev. Martin Luther King, Sr., became Ebenezer's third pastor in 1933 and so served until he retired in 1975. Martin Luther King, Jr., served as co-pastor from 1947 until he attended Crozer Theological Seminary in September 1948. From 1960 until his assassination in 1968, Martin Luther King, Jr., again co-pastored Ebenezer Baptist Church.

407 Auburn Avenue, NE, Atlanta; Telephone 404.523.6651

Hammonds House Galleries

This is Georgia's only independent fine art museum dedicated to presenting art by people of African descent. Located in the historic West End, the museum fulfills its mission by collecting, preserving, exhibiting, and presenting related educational and cultural programs and serving as an information center on art of the African Diaspora.

503 Peoples Street SW, Atlanta; Telephone 404.752.8730

The King Center

The King Center is the official, living memorial dedicated to the advancement of the legacy of Dr. Martin Luther King, Jr., leader of America's greatest nonviolent movement for justice, equality, and peace. The King Center uses diverse communications media, including books, audio and video cassettes, film, television, CDs and Web pages, to reach far beyond its physical boundaries to educate people all over the world about Dr. King's life, his work, and his philosophy and methods of nonviolent conflict reconciliation and social change.

449 Auburn Avenue, NE, Atlanta; Telephone 404.526.8900

Stone Mountain Park

The largest high-relief sculpture in the world, the Confederate Memorial Carving depicts three confederate heroes of the Civil War and is located just 16 miles east of downtown Atlanta. Take I-285 east to Highway 78 east (exit 39B) and continue on Highway 78 to exit 8, the Stone Mountain Park Main Entrance. Entrance into Stone Mountain Park requires a \$7.00 one-day parking permit per vehicle. Telephone 770.498.5690

The Temple

The Temple has been the foundation for Jewish life in Atlanta since the mid-1800s. The Jewish community of Atlanta dates back to 1844. In 1860, they formed the Hebrew Benevolent Society for the purpose of obtaining a burial ground and organizing relief for the Jewish poor. By 1866, they had organized a social club, and in 1867, the Hebrew Benevolent Congregation—now known as The Temple—was chartered as the first official Jewish organization in Atlanta.

1589 Peachtree Street, Atlanta; Telephone 404. 873.1731



DEPARTMENT OF HEALTH AND HUMAN SERVICES

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